

Mercury xRM cuts administration time amongst recruiters by 50%

Recruiters at IT recruitment firm Crimson have reduced administration time by 50% as a result of investing in new rapid recruitment software.

The company recently invested in Mercury xRM in order to help streamline its recruitment processes. Since implementing the software a year ago, staff are already reporting improved automation throughout the entire recruitment process.

Mercury xRM encompasses a number of industry specific tools which integrate seamlessly with other industry systems to help reduce time afforded to administration tasks as well as increasing user adoption.

Louise Clarke, Business Development Manager at Crimson explains the benefits the company has already gained as a result of implementing Mercury xRM:

“Prior to using Mercury xRM much of our day was afforded to administration tasks, as a result of using systems that were not effective in providing one singular solution that could be used throughout the entire recruitment process. Mercury xRM works alongside other industry related software seamlessly integrating with existing business systems to result in a recruitment solution that provides automation and efficiency from end-to-end. On average, it has probably halved the time we used to spend on administration tasks.”

A recent survey from Mercury xRM revealed that too much administration work is one of the two biggest challenges to recruiters growing their sales. However, thanks to the software's unique integration of intelligent searches combined with familiar Microsoft features, Crimson has been able to overcome this particular challenge.

The main challenge Crimson faced when implementing a recruitment system was choosing software that was easy to adopt

by its users, complimenting current systems as well as the company's own recruitment processes.

Mercury xRM integrates with industry software producing a single record for each candidate containing up-to-date information accessible by any department within Crimson, ensuring the quality of data remains consistent throughout the recruitment process. Mercury xRM is built upon Microsoft Dynamics CRM, encapsulating a number of Microsoft features already familiar to many users. For Crimson, this particular benefit has enabled the firm to significantly enhance user adoption.

Helen Artlett-Coe, who is also a Business Development Manager at Crimson explains:

“User adoption has always been a big challenge when implementing any new system within business; however as Mercury xRM is a Microsoft product this problem has been overcome with ease. Mercury xRM not only looks, feels and works like any other Microsoft product but it also incorporates a number of Microsoft tools to ensure user adoption is no longer an issue.”

The ability to quickly overcome user adoption challenges by implementing Mercury xRM also provided Crimson with a number of additional benefits to its own workforce.

Helen continues

“Previously our recruiters relied on balancing their own work load and administration with regard to how they managed vacancies. As a result, our recruiters' workload became very private, meaning that often they were the only ones who could oversee their candidate from start to finish.”





Now, with everyone working from one, single system our own efficiency as a team has also improved. So, should we have an absence here at Crimson, any member of the team can pick up an ongoing recruitment job from the last point of contact and the consistent high quality of our work will remain unaffected."

The introduction of online job boards saw a shift occur in traditional recruitment practices. Many recruitment systems often struggle to integrate with other industry dedicated software, inadvertently elongating the recruitment process, with particular effect on candidate sourcing.

Mercury xRM overcomes this particular challenge, by integrating fully with other recruitment systems, sourcing candidates from hundreds of online job boards, including social media platforms, and significantly reducing the time recruiters afford to candidate sourcing.

Gary Breeze, a senior recruitment consultant at Crimson expands on this shift in recruitment processes:

"Initially job boards had to be searched manually, on an individual basis. So while the online job boards increased candidate pools, it also increased resourcing time.

The advent of online job boards was a challenge all recruiters felt. Initially job boards had to be searched manually, which was time consuming for the recruiter but also meant that by the time you found your candidate there was a significant chance they had already been approached by another recruiter. Mercury xRM integrates its searches with both social media platforms and hundreds of jobs boards. Mercury xRM also searches intelligently, and cross references your exact search requirements with suggestions of complimenting additional search terms, ensuring the right candidate is found- quickly."

The new added time-critical nature of recruitment not only affects candidate sourcing but it can also have a negative effect on candidate care. Increased candidate pools means that it becomes difficult to build successful, long term relationships with clients. As it is built on a Microsoft foundation, Mercury xRM also encompasses key features of Microsoft CRM 2013.

This enables candidate records to be updated in real-time, allowing for the most up-to-date point of contact to be visible, regardless of who is accessing the file. Candidate searches are populated into CRM ensuring they remain informed throughout the entire recruitment process.

Louise Clarke from Crimson explains:

"Candidates are at the heart of recruitment, and where time is now of the essence, it is easy to assume candidate care may become disjointed. Mercury xRM's CRM foundation allows for our recruitment team to continue to build long term relationships with our candidates. In an industry that is often candidate driven, this is essential to our success.

The CRM foundations of Mercury xRM compliment both the complete recruitment cycle and the candidate simultaneously. It allows us to work with the prospective employer from an early stage to identify their needs from the offset of the recruitment process so the information we do gather is more valuable in making sure we find the right candidate first time, every time."

Mercury xRM features

- full candidate CV parsing with skills, qualifications and experience
- fully automated candidate registration
- flexible interface which looks and feels as familiar as Microsoft Office
- extensive reporting capability
- personalised dashboards, views and customised workflows
- searching of all leading online databases, including LinkedIn
- distribution of job advertisements
- automated applicant tracking
- duplicate detection

Mercury xRM benefits

- Increased recruiter productivity
- Reduced administration costs
- Fast user adoption - look and feel of Microsoft Office
- Cloud-based - no extra support or hardware costs
- Increased compliance and governance controls
- Creation of marketing lists and campaigns
- Fast, easy implementation
- Support with training, data migration and consultancy
- Automated creation and storing of contract documentation